

CHAPTER IV

RESEARCH RESULT AND DISCUSSION

4.1 General View of “Research Object”

PT Prima Maxx Coffee began operations in March 2015, with the founders establishing the first Maxx Coffee outlet in Cikarang, east of PT. Maxx Coffee wishes to pursue its passion by offering the highest quality coffee and life experiences to Indonesians. Maxx Coffee aspires to be one of the local coffee chains that offers a diverse selection of speciality coffee made with freshly grounded Arabica from PT and around the world. Maxx Coffee now operates 81 locations in 23 cities around PT. Maxx Coffee creates a desire for ‘loving life to the Maxx!’ A spot to meet with relatives and close friends to share memorable and interesting moments around amazing coffee, tasty cuisine, and delicious beverages.

PT Prima Maxx Coffee created a modern contemporary shop atmosphere in which the cafe seeks to provide an inviting and welcoming environment for collaborative work spaces while also offering a diverse assortment of pure origin coffee brewed using various brewing methods. Maxx Coffee provides a wide assortment of food and beverages with prices ranging from RP.19,000 to RP.61,000. Maxx Coffee’s core product line includes processed coffee drinks like latte and espresso. Maxx Coffee also serves non-coffee beverages like tea, fruit smoothies, and chocolate. Maxx Coffee also serves a sandwich, pastries, and cakes for customers to enjoy while drinking.

The study will be centred on the Medan branch of Maxx Coffee, North Sumatra. Maxx Coffee existed in Medan in the same year as the initial year of operation, specifically the year of 2015. Maxx Coffee Medan is now available in three branches, namely Plaza Medan Fair, Lippo Plaza Medan, and Sun Plaza Medan. Maxx Coffee Medan's hours of operation are from 10.00 WIB to 22.00 WIB.

4.2 Research Result

4.2.1 Research Instrument Test

The test will be starts off with a pretest of the Research Instrument Test, involving validity and reliability tests. Prior to doing the research, validity and reliability tests were conducted to guarantee accurate and consistent items. A sample that was representative was used to test the instrument. The questions are applicable and consistent. A pre-test included sending questionnaires via google forms to 30 respondents who have visited a Maxx Coffee location in Medan. Stated by (Sugiyono, 2019), prior to distributing the questionnaire to a wider sample, a pre-test sample size of 30 was used to assess the questionnaire's validity. The purpose

1. Validity test

Table 4.1 Validity Test Result on Promotion

Variable	Item	r	r table	Description
Promotion (X_1)	X1.1	0.631	0.361	Valid
	X1.2	0.644	0.361	Valid

	X1.3	0.686	0.361	Valid
	X1.4	0.780	0.361	Valid
	X1.5	0.517	0.361	Valid
	X1.6	0.481	0.361	Valid

Source: Data analyzed (2024)

Table 4.2 Validity Test Result on Customer Experience

Variable	Item	r	r table	Description
Customer Experience (X₂)	X2.1	0.654	0.361	Valid
	X2.2	0.527	0.361	Valid
	X2.3	0.729	0.361	Valid
	X2.4	0.695	0.361	Valid
	X2.5	0.704	0.361	Valid
	X2.6	0.681	0.361	Valid
	X2.7	0.681	0.361	Valid
	X2.8	0.501	0.361	Valid

Source: Data analyzed (2024)

Table 4.3 Validity Test Result on Customer Satisfaction

Variable	Item	r	r table	Description
Customer Satisfaction (Z)	Z1.1	0.663	0.361	Valid
	Z1.2	0.672	0.361	Valid
	Z1.3	0.676	0.361	Valid
	Z1.4	0.615	0.361	Valid
	Z1.5	0.628	0.361	Valid
	Z1.6	0.716	0.361	Valid

Source: Data analyzed (2024)

Table 4.4 Validity Test Result on Repurchase Intention

Variable	Item	r	r table	Description
Repurchase Intention (Y)	Y1.1	0.715	0.361	Valid
	Y1.2	0.632	0.361	Valid

	Y1.3	0.632	0.361	Valid
	Y1.4	0.548	0.361	Valid
	Y1.5	0.489	0.361	Valid
	Y1.6	0.502	0.361	Valid
	Y1.7	0.465	0.361	Valid
	Y1.8	0.665	0.361	Valid

Source: Data analyzed (2024)

The promotion, customer experience, customer satisfaction, and repurchase intention variables are valid because the r count value is greater than the r table which is 0.361 (Ghozali, 2021).

2. Reliability test

Presented below are the promotion outcomes, customer experience, customer satisfaction, and repurchase intention for the reliability test:

Table 4.5 Reliability Test Result on Variables

Variable	Cronbach Alpha	N of Items	Descriptions
Promotion	0.789	6	Reliable
Customer Experience	0.861	8	Reliable
Customer Satisfaction	0.833	6	Reliable
Repurchase Intention	0.817	8	Reliable

Source: Data analyzed (2024)

According to the table above, the Cronbach's alpha values for promotion, customer experience, and repurchase intention are greater than 0.6. The claim for every variable is considered credible if the Cronbach Alpha value exceeds 0.6.

4.2.2 Descriptive Statistic

The survey was sent to 100 respondents, particularly Maxx Coffee customers in Medan City, based on the research's sample, using a Likert scale.

a. Respondent Characteristics

1. Respondent Data Based on Gender

The table below shows the characteristics of the respondents based on the gender of responders.

Table 4.6 Characteristics of Respondents Based on Gender

No	Gender	Frequency	Percentage
1	Male	37	37%
2	Female	63	63%
Total		100	100%

Source: Prepared by the Writer (Questionnaires, 2024)

According to the table above, men account for 37%, while women account for 63%. This suggests that women represent the vast majority of Maxx Coffee Medan's customers. The result of the respondents have been dominated by women, which may be since women are generally more interested than males in visiting the numerous cafes that are accessible.

2. Respondent Data Based on Age

The table below shows the characteristics of the respondents based on the age of responders.

Table 4.7 Characteristics of Respondents Based on Age

No	Age	Frequency	Percentage
1	< 20 years old	27	27%
2	21 – 30 years old	53	53%
3	31 – 40 years old	11	11%
4	41 – 50 years old	8	8%
5	51 – 60 years old	1	1%
6	> 60 years old	0	0%
Total		100	100%

Source: Prepared by the Writer (Questionnaires, 2024)

According to the table above, the majority of the respondents in the current research are between the ages of 21 and 30, accounting for 53 people (53%). This suggests that the majority of Maxx Coffee Medan customers are between the ages

of 21 and 30 years. The majority of Gen Z children and millennials love going to coffee shops for relaxation or coffee. Furthermore, it is common to see millennials and Generation Z working remotely or on assignments in coffee shops.

3. Respondent Data Based on Latest Education

The table below shows the characteristics of the respondents based on the latest education of responders.

Table 4.8 Characteristics of Respondents Based on Latest Education

No	Latest Education	Frequency	Percentage
1	D3/D4 – Diploma	7	7%
2	S1 – Bachelor	56	56%
3	S2 – Master	7	7%
4	S3 – Doctor	2	2%
5	Others (SMA,SMK)	28	28%
Total		100	100%

Source: Prepared by the Writer (Questionnaires, 2024)

According to the table above, the majority of respondents in this study have the most recent bachelor's degree, with 56 participants (56%). The majority of respondents, who frequent Maxx Coffee Medan, are S1 – Bachelor graduates. Since numerous young individuals now work remotely, one reason for this is that coffee shops are thought to be comfortable places to be.

4. Respondent Data Based on Frequency of Visits to Maxx Coffee Medan

Outlets in a Month

The table below shows the characteristics of the respondents based on the frequency of visits to Maxx Coffee Medan outlets in a month of responders.

Table 4.9 Characteristics of Respondents Based on Frequency of Visits

No	Latest Education	Frequency	Percentage
1	1 – 2 times	73	73%
2	3 – 4 times	23	23%
3	5 times or more	4	4%

Total	100	100%
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Source: Prepared by the Writer (Questionnaires, 2024)

According to the table above, the majority of respondents in this study visit Maxx Coffee Medan outlets 1-2 times, with 73 respondents (73%).

b. Explanation of Respondents Answer on Variables

1. Promotion Variable

The amount values of respondents' answers to the promotion variable (X_1) are presented in the table below:

Table 4.10 Variable X_1 – Question 1

Description	Frequency	%
Strongly Disagree	9	9%
Disagree	18	18%
Neutral	37	37%
Agree	29	29%
Strongly Agree	7	7%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled 'Maxx Coffee product advertisements attract my attention', were answered neutrally by 37 respondents, as consumers rarely encounter advertisements from PT Maxx Coffee Prima. Customers are unable to form a firm opinion since respondents are blind due to the absence of marketing exposure by PT Maxx Coffee Prima.

Table 4.11 Variable X_1 – Question 2

Description	Frequency	%
Strongly Disagree	8	8%
Disagree	15	15%
Neutral	27	27%
Agree	42	42%
Strongly Agree	8	8%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled ‘Maxx Coffee product advertisements provide clear information about the products offered.’, were answered agree by 42 respondents, Maxx Coffee has provided information through advertisements and can be understood by customers. The majority of customers already believe that the advertisement’s content, including the selling price and product description is explicit and not overly confusing.

Table 4.12 Variable X_1 – Question 3

Description	Frequency	%
Strongly Disagree	4	4%
Disagree	11	11%
Neutral	41	41%
Agree	32	32%
Strongly Agree	12	12%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled ‘Maxx Coffee’s B1G1 promotion may entice me to try it.’, were answered by neutral by 41 respondents. The fact that the majority of respondents gave neutral answers indicates that the PT Maxx Coffee Prima B1G1 promotion is still unable to persuade consumers to make purchases. As per customer feedback, a few people claimed that the promotion offered by another coffee shop was more inviting, and some customers stated that they also were unaware of this promotion.

Table 4.13 Variable X_1 – Question 4

Description	Frequency	%
Strongly Disagree	9	9%
Disagree	15	15%
Neutral	40	40%
Agree	30	30%

Strongly Agree	6	6%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled 'Maxx Coffee promotion can be enjoyed by all customers', were answered by neutral by 40 respondents since not many promotions can be enjoyed due to some promotions are still not available to everyone owing to restrictions. Uncertain terms and conditions or promotion with a time limit are two of the restricting considerations. Not every customers can take advantage of the available promotion due to the requirement since some promotions can only be access by specific card holders, respondents typically select neutral answer.

Table 4.14 Variable X_1 – Question 5

Description	Frequency	%
Strongly Disagree	4	4%
Disagree	13	13%
Neutral	38	38%
Agree	34	34%
Strongly Agree	11	11%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled 'Maxx Coffee's promotional content on Instagram is interesting and informative', were answered by neutral by 38 respondents, some of the respondents are not familiar with PT Maxx Coffee Prima's social media presence. This can be caused by the lack of digital marketing carried out by PT Maxx Coffee Prima.

Table 4.15 Variable X_1 – Question 6

Description	Frequency	%
Strongly Disagree	4	4%

Disagree	12	12%
Neutral	38	38%
Agree	35	35%
Strongly Agree	11	11%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled ‘Maxx Coffee delivers the brand promise of ‘great coffee, delicious food, and mouthwatering beverages’ well’ were answered by neutral by 38 respondents since the customer feels nothing special. According to customer feedback, Maxx Coffee Medan occasionally serves inconsistent quality products, such as food and drink tastes. Customer feedback confirms that occasionally the coffee beverages did not meet the customers’ expectations. Some customers complain that Maxx Coffee Medan’s bread is tough to eat because of its hardness.

2. Customer Experience Variable

The amount values of respondents’ answers to the Customer Experience variable (X_2) are presented in the table below:

Table 4.16 Variable X_2 – Question 1

Description	Frequency	%
Strongly Disagree	1	1%
Disagree	8	8%
Neutral	18	18%
Agree	50	50%
Strongly Agree	23	23%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I feel that Maxx Coffee Medan outlet is convenient to visit”, were answered by agree by 50 respondents, customers felt comfortable

because of the strategic location. Customers claimed in the argument that the Maxx Coffee location in Medan feels comfortable and clean.

Table 4.17 Variable X_2 – Question 2

Description	Frequency	%
Strongly Disagree	3	3%
Disagree	11	11%
Neutral	17	17%
Agree	45	45%
Strongly Agree	24	24%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I feel that Maxx Coffee Medan employees can provide good service”, were answered by agree by 45 respondents, some customers are pleased by the barista’s service, while others believe the staff lacks concern since some customers feel ignored and not given enough attention still exist during their visit.

Table 4.18 Variable X_2 – Question 3

Description	Frequency	%
Strongly Disagree	4	4%
Disagree	8	8%
Neutral	25	25%
Agree	44	44%
Strongly Agree	19	19%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I feel appreciated by Maxx Coffee Medan’s employees at every visit”, were answered by agree by 44 respondents, the customer said that the employees had done their best but there were some who disagreed since the staff is not friendly.

Table 4.19 Variable X_2 – Question 4

Description	Frequency	%
Strongly Disagree	3	3%
Disagree	9	9%
Neutral	21	21%
Agree	40	40%
Strongly Agree	27	27%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “The staff at Maxx Coffee Medan were friendly during the visit”, were answered by agree by 40 respondents, some customers says that there are staff who are both nice and unfriendly. But, according to some respondents, who still believe that employees are not attentive or respectful enough.

Table 4.20 Variable X_2 – Question 5

Description	Frequency	%
Strongly Disagree	0	0%
Disagree	7	7%
Neutral	31	31%
Agree	41	41%
Strongly Agree	21	21%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “Maxx Coffee Medan can handle my special requests when purchasing products” were answered by agree by 41 respondents, where customers can request for additional extras. Customers stated that the staff can fulfilling the preferences when the customers want to add particular ingredients or modify the drinks.

Table 4.21 Variable X_2 – Question 6

Description	Frequency	%
Strongly Disagree	1	1%
Disagree	9	9%
Neutral	35	35%

Agree	36	36%
Strongly Agree	19	19%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “Maxx Coffee Medan employees were able to respond and resolve my complaints during my visit” were answered by agree by 36 respondents, this result shows that most customers feel that the staff at Maxx Coffee Medan are able to respond quickly, and some customers feel valued and receive their demands with all their attention.

Table 4.22 Variable X_2 – Question 7

Description	Frequency	%
Strongly Disagree	1	1%
Disagree	7	7%
Neutral	29	29%
Agree	42	42%
Strongly Agree	21	21%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “The promotional information provided by Maxx Coffee is in accordance with reality” were answered by agree by 42 respondents, customers agree that the promotional information is appropriate. The information provided by PT Maxx Coffee Prima is in accordance with what the customer receives in terms of discounts or special offers.

Table 4.23 Variable X_2 – Question 8

Description	Frequency	%
Strongly Disagree	0	0%
Disagree	6	6%
Neutral	32	32%
Agree	42	42%
Strongly Agree	20	20%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “The time I spent waiting for my order at Maxx Coffee Medan was very long” were answered by agree by 42 respondents, Some customers commented that when the store is not crowded, customers still have to wait a little longer. This factor can be caused by the lack of staff at the outlet, which can cause the preparation time to take a little longer.

3. Customer Satisfaction Variable

The amount values of respondents’ answers to the Customer Satisfaction variable (Z) are presented in the table below:

Table 4.24 Variable Z – Question 1

Description	Frequency	%
Strongly Disagree	3	3%
Disagree	9	9%
Neutral	33	33%
Agree	35	35%
Strongly Agree	20	20%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I am satisfied with Maxx Coffee Medan and have no complaints”, were answered by agree by 35 respondents, customers are satisfied but still want Maxx Coffee to continue to improve because there are still unsatisfactory experiences such as inconsistent staff friendliness and beverages quality, for instances, some customers reported that sometimes the coffee beverages have no hint of coffee at all.

Table 4.25 Variable Z – Question 2

Description	Frequency	%
Strongly Disagree	3	3%

Disagree	12	12%
Neutral	23	23%
Agree	40	40%
Strongly Agree	22	22%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I am satisfied with the service from the staff of Maxx Coffee Medan outlet”, were answered by agree by 40 respondents, customers are already pleased with Maxx Coffee Medan’s staff service. However, some respondents also express their opinions, revealing that occasionally there are unfriendly staff members.

Table 4.26 Variable Z – Question 3

Description	Frequency	%
Strongly Disagree	6	6%
Disagree	12	12%
Neutral	31	31%
Agree	32	32%
Strongly Agree	19	19%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I have plans to visit Maxx Coffee Medan in the future”, were answered by agree by 32 respondents, where several customers will return depending on the customer mood. It may be said that each individual’s emotional state plays a significant role in deciding whether to come back.

Table 4.27 Variable Z – Question 4

Description	Frequency	%
Strongly Disagree	9	9%
Disagree	19	19%
Neutral	29	29%
Agree	31	31%
Strongly Agree	21	21%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “Maxx Coffee Medan is on my bucket list for cafes”, were answered by agree by 31 respondents. This demonstrates that Maxx Coffee Medan can draw customers and establish its position as a destination I.

Table 4.28 Variable Z – Question 5

Description	Frequency	%
Strongly Disagree	2	2%
Disagree	6	6%
Neutral	41	41%
Agree	33	33%
Strongly Agree	18	18%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I will leave a positive review for others’ reference”, were answered by neutral by 41 respondents, customers will be neutral and in accordance with the experience gained at the Maxx Coffee Medan outlet. Customers are more inclined to write a positive review if customers had a positive experience, therefore favourable feedback will depend on the customer experience.

Table 4.29 Variable Z – Question 6

Description	Frequency	%
Strongly Disagree	3	3%
Disagree	8	8%
Neutral	39	39%
Agree	28	28%
Strongly Agree	22	22%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I would recommend Maxx Coffee for relaxing and drinking coffee”, were answered by neutral by 39 respondents. Customers’

neutrality comes from the existence of other leading factors, such as the claim that there are alternative locations with better ambiance and coffee.

4. Repurchase Intention Variable

The amount values of respondents' answers to the Repurchase Intention variable (Y) are presented in the table below:

Table 4.30 Variable Y – Question 1

Description	Frequency	%
Strongly Disagree	4	4%
Disagree	14	14%
Neutral	30	30%
Agree	39	39%
Strongly Agree	13	13%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I have a great desire to make repeat transactions at Maxx Coffee Medan”, were answered by agree by 39 respondents, customers may make repeat transactions. This demonstrates that Maxx Coffee Medan can motivate customers to make repeat transaction, and this is probably motivated by customer satisfaction.

Table 4.31 Variable Y – Question 2

Description	Frequency	%
Strongly Disagree	8	8%
Disagree	15	15%
Neutral	28	28%
Agree	35	35%
Strongly Agree	14	14%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “After my first experience, I was keen to try Maxx

Coffee's other menus", were answered by neutral by 35 respondents, the customer said that it will depend on the food or drink on offer.

Table 4.32 Variable Y – Question 3

Description	Frequency	%
Strongly Disagree	3	3%
Disagree	11	11%
Neutral	46	46%
Agree	22	22%
Strongly Agree	18	18%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled "I would recommend Maxx Coffee Medan to my friends or family", were answered by neutral by 46 respondents, customers may recommend due to the relatively low price and quality.

Table 4.33 Variable Y – Question 4

Description	Frequency	%
Strongly Disagree	25	25%
Disagree	25	25%
Neutral	25	25%
Agree	12	12%
Strongly Agree	13	13%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled "I often post on my social media during my visits at Maxx Coffee Medan", the strongly disagree, disagree, and neutral have the same amount of respondents which is 25 respondents. Most customers never post on social media while visiting the Maxx Coffee Medan outlet.

Table 4.34 Variable Y – Question 5

Description	Frequency	%
Strongly Disagree	19	19%
Disagree	23	23%
Neutral	35	35%

Agree	17	17%
Strongly Agree	6	6%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I prefer Maxx Coffee Medan to other cafes”, were answered by neutral by 35 respondents. The customer chose neutral because there are many other I options which offers various concepts. This shows that customers value the experience at Maxx Coffee but there are still other alternative cafes to visit. Location, product diversity, or cost may all play a role in this.

Table 4.35 Variable Y – Question 6

Description	Frequency	%
Strongly Disagree	20	20%
Disagree	23	23%
Neutral	33	33%
Agree	17	17%
Strongly Agree	7	7%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “Maxx Coffee Medan is always on my mind when looking for a café to hang out at”, were answered by neutral by 33 respondents, only customers who have activities near the Maxx Coffee Medan outlet. The Maxx Coffee Medan outlet is more well-known among consumers who are close by, but it has not yet succeeded in getting customers to choose it over other places when searching for somewhere to hang out since there is another alternative coffee shop.

Table 4.36 Variable Y – Question 7

Description	Frequency	%
Strongly Disagree	13	13%
Disagree	17	17%
Neutral	38	38%
Agree	25	25%

Strongly Agree	7	7%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I’m excited to try all the new products from Maxx Coffee”, were answered by neutral by 38 respondents, customers are more interested in trying the new drinks than food. Customers convey neutral because supported by respondents comment that customer are more interested in trying new beverage products than food. Food choices are considered less attractive.

Table 4.37 Variable Y – Question 8

Description	Frequency	%
Strongly Disagree	9	9%
Disagree	11	11%
Neutral	40	40%
Agree	23	23%
Strongly Agree	17	17%
Total	100	100%

Source: Prepared by the Writer (Questionnaire Research Results, 2024)

According to this description, the majority of respondents in this survey on the questionnaire, entitled “I was excited when Maxx Coffee promoted a new promotion”, were answered by neutral by 40 respondents, some customers were curious about the new promotion. Some of the customers are interested but some are not fully affected by the promotions offered.

c. Mean, Median, Mode, Standard Deviation, and Variance

Table 4.38 Mean, Median, Mode, Standard Deviation, and Variance

Variable	Mean	Median	Mode	Std. Deviation	Variance
X1.1	3.07	3.00	3	1.057	1.116
X1.2	3.27	3.50	4	1.072	1.149
X1.3	3.37	3.00	3	0.971	0.943
X1.4	3.09	3.00	3	1.026	1.052
X1.5	3.35	3.00	3	0.978	0.957
X1.6	3.37	3.00	3	0.971	0.943

X2.1	3.86	4.00	4	0.899	0.808
X2.2	3.76	4.00	4	1.036	1.073
X2.3	3.66	4.00	4	1.007	1.015
X2.4	3.79	4.00	4	1.038	1.077
X2.5	3.76	4.00	4	0.866	0.750
X2.6	3.63	4.00	4	0.928	0.862
X2.7	3.75	4.00	4	0.903	0.903
X2.8	3.76	4.00	4	0.842	0.709
Z.1	3.60	4.00	4	1.005	1.010
Z.2	3.66	4.00	4	1.047	1.095
Z.3	3.46	4.00	4	1.114	1.241
Z.4	3.18	3.00	4	1.149	1.321
Z.5	3.59	4.00	3	0.922	0.850
Z.6	3.58	3.50	3	1.017	1.034
Y.1	3.43	4.00	4	1.018	1.035
Y.2	3.32	3.00	4	1.136	1.291
Y.3	3.41	3.00	3	1.006	1.012
Y.4	2.63	2.50	1	1.331	1.771
Y.5	2.68	3.00	3	1.145	1.311
Y.6	2.68	3.00	3	1.180	1.392
Y.7	2.96	3.00	3	1.109	1.231
Y.8	3.28	3.00	3	1.147	1.315

Source: Prepared by the Writer (2024)

Following is the discussion of the question interval level:

$$t = \frac{\text{highest value} - \text{Lowest value}}{\text{Class}}$$

$$t = \frac{5-1}{5}$$

$$t = 0.8$$

Table 4.39 Measurement score table

No	Average Interval	Value
1	1.00 – 1.80	Strongly Disagree
2	1.81 – 2.60	Disagree
3	2.61 – 3.40	Neutral
4	3.41 – 4.20	Agree
5	4.21 – 5.00	Strongly Agree

Source: Prepared by the Writer (2024)

Every statement on promotion had a mean greater than 2.61, which is regarded as neutral. Among the promotion variable, the highest mean is 3.37 (X1.3

and X1.6) and the lowest mean is 3.07 (X1.1). On variable X1.2, the greatest median value is 4, while the other variables all have the same median, which is 3. The promotion variable's standard deviations are all below 2.0, suggesting that the data is generally homogeneous.

Every statement on customer experience had a mean greater than 3.41, which is regarded as agree. Among the customer experience variable, the highest mean is 3.86 (X2.1) and the lowest mean is 3.63 (X2.6). The median value is 4. The customer experience variable's standard deviations are all below 2.0, suggesting that the data is generally homogeneous.

Every statement on customer satisfaction had a mean greater than 2.61, which is regarded as neutral to agree. Among the customer satisfaction variable, the highest mean is 3.66 (Z.2) and the lowest mean is 3.18 (Z.4). On variable Z.4, the lowest median value is 3, while the other variables all have the same median, which is 4. The customer satisfaction variable's standard deviations are all below 2.0, suggesting that the data is generally homogeneous.

Every statement on repurchase intention had a mean greater than 2.61, which is regarded as neutral to agree. Among the repurchase intention variable, the highest mean is 3.41 (Y.2) and the lowest mean is 2.63 (Y.4). On variable Y.1, the highest median value is 3, while the other variables all have the same median, which is 3. The repurchase intention variable's standard deviations are all below 2.0, suggesting that the data is generally homogeneous.

4.2.3 Outer Model Test

Based on the results of the questionnaire that has been presented, the questionnaire data will be processed to determine validity and reliability, by specifying the relationship between latent variables and their indicators, this can be said that the outer model analysis.

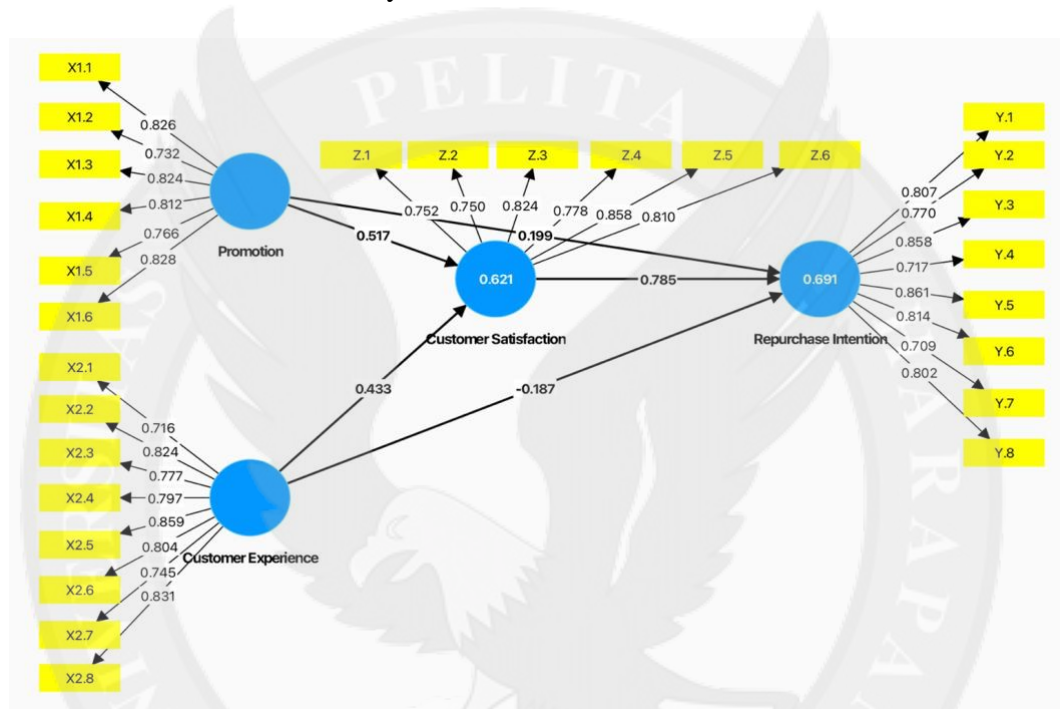


Figure 4.1 Structural Model Results PLS Algorithm
Source: Prepared by the Writer (PLS, 2024)

1. Convergent Validity

The value of the loading factor and the Average Variance Extracted (AVE) value illustrate the measurement model's convergent validity with expressed indicators using SmartPLS 4.0 software. Below is the table of convergent validity result:

Table 4.40 Convergent Validity Result

Indicator	X ₁	X ₂	Y	Z	Result
X1.1	0.826				Valid
X1.2	0.732				Valid

X1.3	0.824				Valid
X1.4	0.812				Valid
X1.5	0.766				Valid
X1.6	0.828				Valid
X2.1		0.716			Valid
X2.2		0.824			Valid
X2.3		0.777			Valid
X2.4		0.797			Valid
X2.5		0.859			Valid
X2.6		0.804			Valid
X2.7		0.745			Valid
X2.8		0.831			Valid
Y.1			0.807		Valid
Y.2			0.770		Valid
Y.3			0.858		Valid
Y.4			0.717		Valid
Y.5			0.861		Valid
Y.6			0.814		Valid
Y.7			0.709		Valid
Y.8			0.802		Valid
Z.1				0.752	Valid
Z.2				0.750	Valid
Z.3				0.824	Valid
Z.4				0.778	Valid
Z.5				0.858	Valid
Z.6				0.810	Valid

Source: SMARTPLS (2024)

The validity test outcomes shown in the data table above show that the indicator's outer loadings value is more than 0.7. As an outcome, it can be concluded that each of the statements for each variable or structure employed in this study are valid.

Table 4.41 Average Variance Extracted Result

Variable	Average Variance Extracted (AVE)	Result
Promotion (X_1)	0.633	Valid
Customer Experience (X_2)	0.634	Valid
Customer Satisfaction (Z)	0.638	Valid
Repurchase Intention (Y)	0.630	Valid

Source: SMARTPLS (2024)

The Average Variance Extracted (AVE) results displayed in the data table above indicate that the indicator's value > 0.5 . As a result, all of the claims for each variable or construct used in this study are valid.

2. Discriminant Validity

The cross-loading results are shown below:

Table 4.42 Cross Loading Result

Indicator	Promotion (X₁)	Customer Experience (X₂)	Repurchase Intention (Y)	Customer Satisfaction (Z)	Result
X1.1	0.826	0.304	0.490	0.556	Valid
X1.2	0.732	0.333	0.436	0.515	Valid
X1.3	0.824	0.283	0.593	0.550	Valid
X1.4	0.812	0.309	0.478	0.563	Valid
X1.5	0.766	0.239	0.543	0.497	Valid
X1.6	0.828	0.319	0.611	0.567	Valid
X2.1	0.324	0.716	0.335	0.513	Valid
X2.2	0.330	0.824	0.253	0.488	Valid
X2.3	0.247	0.777	0.221	0.482	Valid
X2.4	0.246	0.797	0.168	0.464	Valid
X2.5	0.286	0.859	0.353	0.522	Valid
X2.6	0.309	0.804	0.414	0.566	Valid
X2.7	0.339	0.745	0.288	0.447	Valid
X2.8	0.273	0.831	0.309	0.462	Valid
Y.1	0.565	0.460	0.807	0.789	Valid
Y.2	0.554	0.410	0.770	0.742	Valid
Y.3	0.542	0.315	0.858	0.753	Valid
Y.4	0.470	0.206	0.717	0.430	Valid
Y.5	0.564	0.282	0.861	0.634	Valid
Y.6	0.531	0.177	0.814	0.529	Valid
Y.7	0.402	0.255	0.709	0.506	Valid
Y.8	0.542	0.211	0.802	0.586	Valid
Z.1	0.560	0.593	0.530	0.752	Valid
Z.2	0.479	0.657	0.531	0.750	Valid
Z.3	0.638	0.448	0.635	0.824	Valid
Z.4	0.569	0.347	0.757	0.778	Valid
Z.5	0.514	0.496	0.700	0.858	Valid
Z.6	0.472	0.465	0.668	0.810	Valid

Source: SMARTPLS (2024)

The table data shows that the cross loadings value is greater than the other variable value. The findings of the cross loadings investigation indicate no concerns. This demonstrates that the indicators used in this study discriminant validity is valid for each variables.

The Fornell and Larcker result are shown below:

Table 4.43 Fornell and Larcker Result

	X ₁	X ₂	Y	Z
X ₁	0.797			
X ₂	0.373	0.793		
Y	0.667	0.382	0.704	
Z	0.677	0.628	0.803	0.796

Source: SMARTPLS (2024)

According to Fornell and Larcker's results, it can be stated that there is a problem in the discriminant validity between variable customer satisfaction (Z) and repurchase intention (Y) while the other discriminant validity is already higher than the other construct.

The HTMT (Heterotrait-Monotrait Ratio) result are shown below:

Table 4.44 HTMT (Heterotrait-Monotrait Rasio)

Variables	HTMT	Description
X ₂ <-> X ₁	0.414	Valid
Y <-> X ₁	0.728	Valid
Y <-> X ₂	0.392	Valid
Z <-> X ₁	0.764	Valid
Z <-> X ₂	0.699	Valid
Z <-> Y	0.867	Valid

Source: SMARTPLS (2024)

Lastly, for the HTMT test, it can be see that all variables indicate discriminant validity proving that each variable is valid and reliable. From the table

above, it can be seen that the HTMT value passes < 0.90 . This result can be stated that the construct model used is sufficient.

In conclusion, the criteria for repurchase intention (Y) and customer satisfaction (Z) were not met by the measurement of discriminant validity for Fornell and Larcker in this study. Mentioned by (Hair Jr et al., 2021), more recent research shows the HTMT criterion should be the preferred choice for discriminant validity because the Fornell-Larcker test frequently fails to reliably uncover discriminant validity difficulties. Furthermore, the author uses cross loading test and HTMT test to support the analysis for the discriminant validity for this research. Both cross loading test and HTMT test fulfilled the criteria for discriminant validity, which offers compelling proof that repurchase intention (Y) and customer satisfaction (Z) are distinct from other construct. So, it can be stated that the Fornell and Larcker result are not fully reliable for determining discriminant validity results due to the fact that there are more sensitive methods for assessing discriminant validity, such as the HTMT and cross loading tests.

3. Composite Reliability

Below is the table of composite reliability result:

Table 4.45 Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Result
Promotion (X_1)	0.886	0.890	0.914	Reliable
Customer Experience (X_2)	0.917	0.921	0.932	Reliable
Customer Satisfaction (Z)	0.884	0.885	0.912	Reliable
Repurchase Intention (Y)	0.916	0.926	0.931	Reliable

Source: SMARTPLS (2024)

In accordance with the reliability test observations in the data table above, the composite reliability (ρ_c) value is > 0.7 , and the Cronbach's alpha value is > 0.6 , the variables utilised by the present investigation are considered reliable.

4.2.4 Inner Model Test

The R-square inner model test are shown below:

Table 4.46 R-Square Result

Variable	R-square	R-square adjusted
Customer Satisfaction (Z)	0.621	0.613
Repurchase Intention (Y)	0.691	0.682

Source: SMARTPLS (2024)

The results of the R-square will be seen from the adjusted R-square where the r square value that was adjusted in accordance with the standard of error is known as the R-square adjusted. In deciding if an external construct can adequately explain an endogenous construct, the R-square adjusted offer is more powerful compare to R-square (Hidayat, 2021). Relying on the R-squared testing results from the table earlier, as follows: R-squared Adjusted path for model I = 0.613, demonstrating that the capacity of the variables, Promotion (X_1) and Customer Experience (X_2) to explain Customer Satisfaction (Z), is 61.3%, defining the model as moderate. R- Squared Adjusted Path Model II = 0.682, indicating that the ability of the variables, Promotion (X_1) and Customer Experience (X_2) to clarify Repurchase Intention (Y), is 68.2%, defining the model as moderate.

1. F-Square

The F-square inner model test are shown below:

Table 4.47 F-Square Result

Variable	Promotion (X_1)	Customer Experience (X_2)	Repurchase Intention (Y)	Customer Satisfaction (Z)
Promotion (X_1)			0.069	0.607
Customer Experience (X_2)			0.068	0.426
Repurchase Intention (Y)				
Customer Satisfaction (Z)			0.757	

Source: SMARTPLS (2024)

Based on the table above it can be concluded that:

1. The correlation coefficient of the promotion variable (X_1) on repurchase intention (Y) is 0.069, indicating that exogenous variables have a weak effect on endogenous variables.
2. The correlation coefficient of the promotion variable (X_1) on customer satisfaction (Z) is 0.607, indicating that exogenous variables have a strong effect on endogenous variables.
3. The correlation coefficient of the customer experience variable (X_2) on repurchase intention (Y) is 0.068, indicating that exogenous variables have a weak effect on endogenous variables.
4. The correlation coefficient of the customer experience variable (X_2) on customer satisfaction (Z) is 0.426, indicating that exogenous variables have a strong effect on endogenous variables.
5. The correlation coefficient of the customer satisfaction variable (Z) on repurchase intention (Y) is 0.757, indicating that exogenous variables have a strong effect on endogenous variables.

4.2.5 Hypothesis Testing

Hypothesis testing is carried out in order to determine if there is an influence among variables. Hypothesis testing of the correlation coefficient among variables involves contrasting p-value values with < 0.05 (5%) or T-statistics of > 1.96 . These numbers can be discovered in the bootstrapping results.

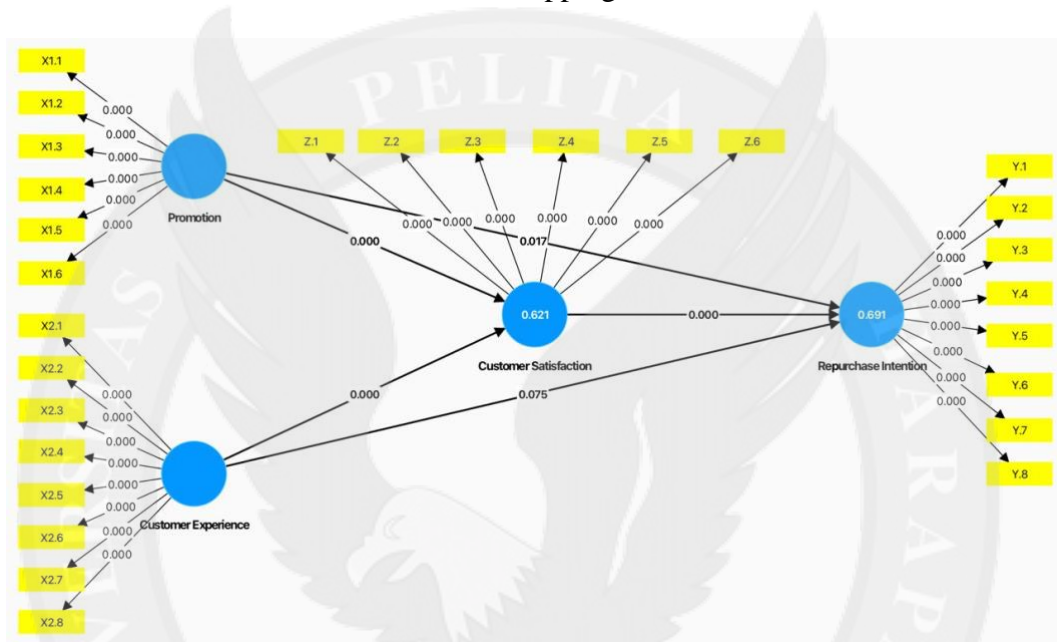


Figure 4.2 Bootstrapping result
Source: Prepared by the Writer (PLS, 2024)

A. Direct effect

The direct effect test are shown below:

Table 4.48 Direct Effect Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistic (O/STDEV)	P Values
Promotion -> Customer Satisfaction	0.517	0.505	0.114	4.521	0.000
Promotion -> Repurchase Intention	0.199	0.205	0.083	2.396	0.017
Customer Experience ->	0.433	0.447	0.110	3.923	0.000

Customer Satisfaction					
Customer Experience -> Repurchase Intention	-0.187	-0.204	0.105	1.780	0.075
Customer Satisfaction -> Repurchase Intention	0.785	0.800	0.093	8.485	0.000

Source: SMARTPLS (2024)

According to the path coefficient results in the data table above, the hypothesis testing results are as follows:

1. The variable of promotion to customer satisfaction shows t statistics of 4.521 > 1.96, P-values of 0.000 < 0.05, and original sample value of 0.517. The previous information indicates that the variable of promotions has a positive impact on customer satisfaction at PT Maxx Coffee Prima Medan.
2. The variable of promotion to repurchase intention shows t statistics of 2.396 > 1.96, P-values of 0.017 < 0.05, and original sample value of 0.199. The previous information indicates that the variable of promotion has a positive impact on repurchase intention at PT Maxx Coffee Prima Medan.
3. The variable of customer experience to customer satisfaction shows t statistics of 3.923 > 1.96, P-values of 0.000 < 0.05, and original sample value of 0.433. The previous information indicates that the variable of customer experience has a positive impact on customer satisfaction at PT Maxx Coffee Prima Medan.
4. The variable of customer experience to repurchase intention shows the t statistics of 1.780 < 1.96, P-values of 0.075 > 0.05, and original sample value of -0.187. The previous information indicates that the variable of customer

experience not impacted on repurchase intention at PT Maxx Coffee Prima Medan.

- The variable of customer satisfaction to repurchase intention shows the t statistics of $8.485 > 1.96$, P-values of $0.000 < 0.05$, and original sample value of 0.785. The previous information indicates that the variable of customer satisfaction has a positive impact on repurchase intention at PT Maxx Coffee Prima Medan.

B. Indirect Effect

The indirect effect test are shown below:

Table 4.49 Indirect Effect Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistic (O/STDEV)	P Values
Customer Experience -> Customer Satisfaction -> Repurchase Intention	0.340	0.361	0.110	3.076	0.002
Promotion -> Customer Satisfaction -> Repurchase Intention	0.406	0.400	0.087	4.651	0.000

Source: SMARTPLS (2024)

According to the indirect effect results in the data table above, the hypothesis testing results are as follows:

- This provided t statistics of $3.076 > 1.96$, P-values of $0.002 < 0.05$, and original sample value of 3.076. The previous information indicates that the variable of customer experience on repurchase intention mediated by customer satisfaction has a positive impact at PT Maxx Coffee Prima Medan.

2. This provided t statistics of $4.651 > 1.96$, P-values of $0.000 < 0.05$, and original sample value of 4.651. The previous information indicates that the variable of promotion on repurchase intention mediated by customer satisfaction has a positive impact at PT Maxx Coffee Prima Medan.

C. Total effect

The total effect is a combination of the direct and indirect effects. Below are shown the total effect result:

Table 4.50 Total Effect Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistic (O/STDEV)	P Values
Promotion -> Customer Satisfaction	0.517	0.505	0.114	4.521	0.000
Promotion -> Repurchase Intention	0.605	0.605	0.075	8.101	0.000
Customer Experience -> Customer Satisfaction	0.433	0.447	0.110	3.923	0.000
Customer Experience -> Repurchase Intention	0.153	0.157	0.100	1.533	0.125
Customer Satisfaction -> Repurchase Intention	0.785	0.800	0.093	8.485	0.000

Source: SMARTPLS (2024)

According to the total effect results in the data table above, the hypothesis testing results are as follows:

1. The total effect of promotion on customer satisfaction t-statistic was 4.521, with a P-Value of $0.000 < 0.05$ showing a significant effect.

2. The total effect of promotion on repurchase intention t-statistic was 8.101, with a P-Value of $0.000 < 0.05$ showing a significant effect.
3. The total effect of customer experience on customer satisfaction t statistic was 3.923, with a P-Value of $0.000 < 0.05$ showing a significant effect.
4. The total effect of customer experience on repurchase intention t statistic was 1.533, with a P-Value of $0.125 < 0.05$ show that the variables does have no significant effect.
5. The total effect of customer satisfaction on repurchase intention t statistic was 8.485, with a P-Value of $0.000 < 0.05$ showing a significant effect.

In the context of direct and indirect effects, it can be said that the direct effect has a good contribution since the direct effect focuses on the main factors that influence to each variable, while the indirect effect only shows the mediating factor in strengthening the influence between variables.

4.3 Discussion

4.3.1 Influence of Promotion on Customer Satisfaction

The partial promotion gained through hypothesis testing had a positive effect on customer satisfaction at PT Maxx Coffee Prima Medan. The provided promotions like discounts, exclusive deals, and loyalty programs can give customers additional value and raise satisfaction with customers. Specific instances of promotions offered by PT Maxx Coffee Prima include discounts for specific card holders, 17k special offers for a selection of drinks on Indonesian Day of Independence, and BIG1 (buy one, get one free) promotions. Most customers of

PT Maxx Coffee Prima Medan, particularly the ones who are budget alert, have an incentive to react enthusiastically to these promos.

This result also inline with the theory from (Kotler, 2019), by offering value through a variety of incentives, that promotion might raise the satisfaction of customers. The result of study is supported by previous research by (Rizal et al., 2022), prove that if promotion is delivered well will be able to engage its audience, as well as that a promotion with greater worth will be able improve customer satisfaction.

Factors like price reductions or discounts that can have a big impact on customer satisfaction in promotions can have both good and negative consequences. Offers like BIG1 or promotions for certain cardholders may draw in customers, but if the details are unclear or contain restrictions, this could end up disappointing customers. Additionally from the customer perspective that have been obtained through questionnaire argument, customer requested the promotion to be distributed evenly and to have more precise information regarding the promotion's terms and conditions, enabling customers to take advantage without limitations. Customers can get confused and disappointed if the information is unclear and there is so much restrictions on a promotions.

4.3.2 Influence of Customer Experience on Customer Satisfaction

The partial customer experience gained through hypothesis testing had a positive effect on customer satisfaction at PT Maxx Coffee Prima Medan. A thoughtful customer experience, which encompasses an excellent level of service and employees professionalism, plays a key role in elevating consumer

happiness. Customer satisfaction will rise when customers get a great visit and feel welcomed.

This outcome is consistent with the theory derived from (Pei et al., 2020), delivering proactive support and encouraging good emotions through a purchase can result in high levels of customer satisfaction. The result of this study is supported by previous research by (Militina & Noorlitaria Achmad, 2020), customer satisfaction is boosted by customer experience, that implies that higher or better client satisfaction is correlated with better or more positive perceptions among customers.

According to the writer's observations, Maxx Coffee Medan faces difficulties in delivering a consistent customer experience throughout all of its locations. A number of consumers have expressed discontent with certain locations' staff attitudes, citing negative effects on the overall experience. Additionally from the customer perspective that have been obtained through questionnaire argument, some respondents stated that the overall satisfaction was significantly affected by the kindness of the employees, how quickly the staff serve, and the overall ambience. On the opposite hand, some respondents also mentioned that the overall satisfaction was adversely affected by the staff's lack of friendliness and the amount of time it took to process in some Maxx Coffee locations.

4.3.3 Influence of Promotion on Repurchase Intention

The partial promotion gained through hypothesis testing had a positive effect on repurchase intention at PT Maxx Coffee Prima Medan. In besides drawing

in new customers, PT Maxx Coffee Prima's promotions which include discounts and special offers like B1G1 (Buy 1 Get 1) also promote returning customers.

Stated by (Kotler & Kelle, 2021), promotions must be considered as worthwhile in order to draw customers in and promote more revenue from customer. The result of this study is supported by previous research by (Munte et al., 2022), the study's findings demonstrate that promotions had the power to impact people's plans to make repeat purchases. Therefore, the more strongly tempting the promotion, the more likely a consumer is to be willing to repurchase.

Promotional tactics at PT Maxx Coffee Prima can attract customers, but there are several factors that become challenges in how to deliver information that can maintain customer loyalty. Targeted promotions can get customers to increase repeat purchases. Additionally from the customer perspective that have been obtained through questionnaire argument, customers expressed enthusiasm for offer that might tempt customers to purchase, but it would be helpful if organisations could give more precise information. If there are too many restrictions or unclear information, customers are less inclined to intend to make another purchase.

4.3.4 Influence of Customer Experience on Repurchase Intention

The customer experience gained through hypothesis testing had a negative effect on repurchase intention at PT Maxx Coffee Prima Medan. This study suggests that, in contrast to customer experience, other criteria may be more important in predicting the repurchase intention. This demonstrates how a

customer's decision to make a repeat purchase can be influenced by various aspects, including cost, staff assistance, selection of products or worth.

This result does not align with the theory from (Khasanah et al., 2020), a pleasant customer experience correlates with a greater chance of repeat purchases. The result of this study does not align with the previous research by (Anita et al., 2021) and (Wardani et al., 2024), which both studies demonstrate has a good relationship between customer experience and intention to repurchase.

Creating a positive experience that encourages repeat business is a challenge for Maxx Coffee Medan. This factor can be caused by experiences during visiting, one of which is staff friendliness, where sometimes the staff gives a positive impression but there are also sometimes unfriendly attitudes that make it inconsistent and can have a negative impact on making customers lazy to return. Additionally from the customer perspective that have been obtained through questionnaire argument, despite the positive experience at Maxx Coffee Medan, a few participants highlighted it is still often driven by rival businesses or that customer would rather visit any other business brand in term of pricing and the product selections. One of the feedback from customers stated in the questionnaire argument "there are many other cafes that provide a similar menu that suits my taste better at a more affordable price". This indicates that in order to boost repurchase intentions, Maxx Coffee needs to enhance the aspects of the customer experience as well as additional features like price and product consistency.

4.3.5 Influence of Customer Satisfaction on Repurchase Intention

The partial customer satisfaction gained through hypothesis testing had a positive effect on repurchase intention at PT Maxx Coffee Prima Medan. In response to this research, customers are more prone to make repeat purchases when customer are satisfied with the experience. This suggests that repeat business is greatly impacted by customer satisfaction, since dissatisfied customers are less likely to do post purchase (Kotler et al., 2022).

This result align with the theory from (Ilyas et al., 2020), customers who are pleased have a greater likelihood to buy more buying decisions than unsatisfied customers. The result of this study is supported by previous research by (Sari, 2020), the final result of this study indicates that the level of customer satisfaction and the chance of subsequent purchases of goods or services have a beneficial relationship. Study by (Sari, 2020), also shows that the customer satisfaction have postive effect on repurchase intention, the customer may choose to make more orders, look for information about the newest items, give business products top priority, and tell others about business products.

Considering the fact that consumers are satisfied, Maxx Coffee Medan still has to overcome obstacles in order to keep providing a great customer experience and promoting repeat business. Additionally from the customer perspective that have been obtained through questionnaire argument, despite certain feedback express dissatisfaction with the staff at Maxx Coffee Medan, other responses indicate that customers find the purchases, services, and atmosphere of the Maxx Coffee Medan outlet pleasant. In order to encourage customers to make another

purchase, Maxx Coffee Medan has to keep to provide excellent services and an enjoyable consumer experience. The Maxx Coffee Medan can influence customer satisfaction and promote repeat business by creating an inviting and pleasant environment in the coffee shop.

4.3.6 Influence of Promotion on Repurchase Intention mediated by Customer Satisfaction

The hypothesis testing on promotion had a positive effect on repurchase intention mediated by customer satisfaction at PT Maxx Coffee Prima Medan. The relationship between the variables is visible since the following to the research's hypothesis, a promotion approach can boost customer satisfaction and influence the choice of a customer to make another purchase.

This result align with the theory from (Luh Gede Sari Marta Kyana & Made Wardana, 2024), customers are more likely to share information and also encourage to make additional purchases if the customer are happy with the purchasing experience. The result of this study is supported by previous research by (Hakim Muthi et al., 2023), repurchase Intention, which is affected by customer satisfaction in all mediation categories, is significantly affected by the promotion.

PT Maxx Coffee Prima has made efforts to attract customers in attractive promotional marketing strategies such as offering discounts or special discounts on special days. For instance, based on the author's observations, the B1G1 discount is probably the one that clients use the most, yet some individuals are still unaware of this offer. Additionally from the customer perspective that have been obtained through questionnaire argument, the offers provided by PT Maxx Coffee Prima

can attract in some customers. Promotions might offer customers a discounted price on Maxx Coffee items, which can make customer feel privileged and encourage customers to make further purchases. In order to affect and maintain consumer happiness, which might impact repurchase intention, PT Maxx Coffee Prima might boost its marketing methods by offering more promotions and better information that all individuals can take advantage of without any particular criteria.

4.3.7 Influence of Customer Experience on Repurchase Intention mediated by Customer Satisfaction

The hypothesis testing on customer experience had a positive effect on repurchase intention mediated by customer satisfaction at PT Maxx Coffee Prima Medan. It is evident how the variables relate to one another since based on the finding of the study, implementing a positive customer experience concept has the potential to enhance customer satisfaction and impact the decision of a consumer to make another purchase in the future.

This result align with the theory from (Kotler et al., 2022), higher levels of fulfilment and preferences to repurchase correlate with positive customer experiences. The result of this study is supported by previous research by (Pratiwi Indriasari et al., 2021), where the research's findings indicate that the connection between customer experience and customer satisfaction is potentially mediated by customer satisfaction is an invisible connection found in this study.

Although this is not always the case, the writer notes that customers are generally happy with the experiences when visiting certain outlets. Although some customers complained that not all Medan stores consistently provided this level of

service. Additionally from the customer perspective that have been obtained through questionnaire argument, in response to unsatisfactory experiences, a few consumers stated that the experiences at several Maxx Coffee Medan outlets were quite satisfactory, citing the helpful employees and spacious outlets. However, some respondents also disagreed. PT Maxx Coffee Prima Medan may enhance by offering consistent service at all of its Medan locations. This will give customers the best possible experience, which will increase their satisfaction and encourage them to make more purchases.

